

## Mark Beese



Mark is focused on helping professionals become better leaders and business developers. He provides training, coaching and consultation to firms in the areas of leadership development, business development and marketing with law firms across North America. His clients range from small, single office firms to global Amlaw 100 firms.

Mark serves as on-call faculty at the Centre for Creative Leadership, primarily involved in the design and delivery of bespoke and open enrolment leadership development programs for professionals, including lawyers, accountants, consultants and executives. He focuses on issues of change leadership, team development, influence, cross-generation issues, collaboration, innovation and design thinking.

### Background

Mark has more than 25 years' experience as a chief marketing officer for professional services firms. He has served as Chief Marketing Officer for Holland & Hart, a 450-attorney law firm based in Denver, Director of Marketing for the New York law firm of Hodgson Russ and Director of Marketing for Kideney Architects in Buffalo, NY.

He is a Fellow of the College of Law Practice Management. In 2014 he was inducted into the Legal Marketing Association Hall of Fame, one of only 25 leaders to have received this honour.

He is the former Chair of the Lawyer Leadership Committee of the American Bar Association, Law Practice Management Division. He is also a professional member of the International Leadership Association, the National Speakers Association, the Legal Marketing Association and the College of Law Practice Management.

Mark received his B.S. and M.B.A. (cum laude) from the University of Buffalo. He is a former international board member of the Legal Marketing Association and past president of the Rocky Mountain Legal Marketing Association. He is a past chair of the Marketing Committee of Terralex, an international association of law firms in 93 countries. He served as a faculty member of the Marketing Directors Institute and is a frequent speaker at the Marketing Partner Forum and Legal Marketing Association conferences. He has spoken to dozens of LMA and ALA Chapters throughout the United States. He is a frequent contributor to law practice management publications.

### Specialist expertise

Mark is also an adjunct faculty member at the University of Denver Sturm School of Law, where he teaches Strategic Marketing and Business Development. He is certified and trained to administer several assessments, including the Myers-Briggs Type Indicator (MBTI), DiSC, the Change Style Instrument (CSI), Influence Style Indicator (ISI) and the Leadership Practices Inventory (LPI) among many other assessments and coaching tools.